

## ORDER



**Orders**  
**Order / Rev:** 707565  
**Alt Order #:** 06283268  
**Product Desc:** ISS/DCCC  
**Estimate:** 1473  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 08/17/12 / 08/17/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Great American Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW, Ste. 800  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Democratic Congressional Campaign  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	25	\$34,200.00	\$29,070.00
10/01/12	10/01/12	7	\$6,050.00	\$5,142.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	25	\$34,200.00	\$29,070.00	0.00
October 2012	7	\$6,050.00	\$5,142.50	0.00
<b>Totals</b>	<b>32</b>	<b>\$40,250.00</b>	<b>\$34,212.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	34%	\$40,250.00
Market	100%	\$118,382.35

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$15,389.71
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$1,183.82
KSTP	15%	\$17,757.35
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	35%	\$41,433.82
WFTC	2%	\$2,367.65

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 Alt Order #: 06283268  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Democratic Congressional Campaign Cc  
 Product Desc: ISS/DCCC  
 Estimate: 1473  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	09/25/12	10/01/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p MTWTF--	:30	2	\$2,750.00	P-2	0.00	NM	2	\$5,500.00
KARE11NWS-10<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$2,750.00		0.00			
E 2	KARE	09/25/12	10/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm MTWTF--	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$700.00		0.00			
E 3	KARE	09/25/12	10/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm MTWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$800.00		0.00			
E 4	KARE	09/25/12	10/01/12	M-F 2-3p The Doctors	CM	2P-3P MTWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
DOCTORS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$300.00		0.00			
E 5	KARE	09/25/12	10/01/12	M-F 3-4p M-F 3-4p	CM	3-4p MTWTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
DR. OZ														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$450.00		0.00			
E 6	KARE	09/25/12	10/01/12	M-F 4-430p KARE 11 4 News	CM	4-430P MTWTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
KARE11NEWS@4PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$350.00		0.00			
E 7	KARE	09/25/12	10/01/12	M-F 430-5p Jeopardy	CM	430-5P MTWTF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$850.00		0.00			
E 8	KARE	09/25/12	10/01/12	M-F 5-530p KARE 11 5 News	CM	5-530p MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
KARE11NWS-5														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$1,500.00		0.00			
E 9	KARE	09/25/12	10/01/12	M-F 6-630p KARE 11 6 News	CM	6-630p MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
KARE11NWS-6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$1,500.00		0.00			
E 10	KARE	09/25/12	10/01/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a MTWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
KARE11-SUNRS@6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$800.00		0.00			
E 11	KARE	09/25/12	10/01/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
ENT TONIGHT 30														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$1,500.00		0.00			
E 12	KARE	09/25/12	10/01/12	Today Show Today Show	CM	7-9a MTWTF--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--				2	\$800.00		0.00			
E 13	KARE	09/25/12	10/01/12		CM	9-10a MTWTF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00

Advertiser:	Democratic Congressional Campaign Co
Product Desc:	ISS/DCCC
Estimate:	1473

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 9-10a												
				M-F 9-10a												
TODAY SHW2-NBC																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--		2		\$300.00		0.00						
E 14	KARE	09/29/12	09/29/12	Saturday Night Live	CM	Saturday Night Live	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00	
				Saturday Night Live												
SAT NITE LIVE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-		1		\$1,500.00		0.00						
E 15	KARE	09/29/12	09/29/12	Sat 8-10a	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00	
				KARE 11 Saturday												
KARE11 NWS SAT																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-		1		\$750.00		0.00						
E 16	KARE	09/30/12	09/30/12	Football Night in America	CM	Various	-----S	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00	
				Football Night in America		(6:00 PM-7:15 PM)										
FOOTBALL NIGHT IN AMERICA																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S		1		\$2,250.00		0.00						
E 17	KARE	09/30/12	09/30/12	SUN TDY	CM	8-9a	-----S	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00	
				NBC Today Show (Su)												
SUN TODAY-NBC																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S		1		\$300.00		0.00						
E 18	KARE	09/25/12	09/25/12	Tue Prime	CM	7P-8P	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00	
				THE VOICE		(6:58 PM-8:00 PM)										
VOICE-NBC																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----		1		\$6,000.00		0.00						
E 19	KARE	09/25/12	09/25/12	Tue Prime	CM	7P-8P	-T-----	:30	1	\$4,250.00	P-2	0.00	NM	1	\$4,250.00	
				NORMAL/MATHEW PERRY		(6:58 PM-8:00 PM)										
GO ON/THE NEW NORMAL/MATTHEW PERRY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----		1		\$4,250.00		0.00						
													Totals	32	\$40,250.00	